Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-15. (Canceled)

16. (New) A toothbrush having a bristle-carrying front head part and a handle and being produced by injection molding, the handle being provided with an essentially cylindrical and closed inner cavity extending over at least part of the length of the handle in the longitudinal direction of the toothbrush, at least that part of the handle which encloses the cavity consisting of an at least partially transparent material, the toothbrush further comprising an elongated article providing for an aesthetic effect accommodated in the closed cavity, said elongated article having an essentially cylindrical outer shape and the form of a roll.

17. (New) The toothbrush as claimed in claim 16, wherein the roll has printing thereon or has a film adhesively bonded to the roll.

18. (New) The toothbrush as claimed in claim 17, wherein the roll is made of plastic or cardboard.

19. (New) The toothbrush as claimed in claim 16, wherein the article is formed by an at least partially transparent or translucent rolled section of film that butts against an inner wall of the cavity and has printing thereon.

20. (New) The toothbrush as claimed in claim 16, wherein the cavity is initially open at a rear end of the handle and is closed from the rear by a closure part.

21. (New) The toothbrush as claimed in claim 20, wherein the closure part is connected non-releasably to the handle at the rear end of the handle.

22. (New) The toothbrush as claimed in claim 20, wherein the closure part is connected releasably to the handle at the rear end of the handle.

23. (New) The toothbrush as claimed in claim 20, wherein the closure part is provided with a positioning part for positioning the toothbrush on an underlying surface.

24. (New) The toothbrush as claimed in claim 23, wherein the closure part is provided with a positioning part for positioning the toothbrush on an underlying surface.

25. (New) The toothbrush as claimed in claim 20, wherein the closure part is produced from a thermoplastic elastomer (TPE).

26. (New) The toothbrush as claimed in claim 21, wherein the closure part is connected to the handle by one of welding, high-frequency welding, adhesive bonding or a non-releasable snap-in connection.

27. (New) The toothbrush a claimed in claim 22, wherein the closure part is connected to the handle by one of a releasable snap-in connection, a screw connection, or a bayonet connection.

28. (New) A toothbrush having a bristle-carrying front head part and a handle and being produced by injection molding, the handle being provided with an essentially cylindrical and closed inner cavity extending over at least part of the length of the handle in the longitudinal direction of the toothbrush, at least that part of the handle which encloses the cavity consisting of an at least partially transparent material, the toothbrush further comprising an elongated article providing for an aesthetic effect accommodated in the closed cavity, said article being formed by an ampoule that (1) is filled with an aesthetic effect element, (2) has printing on the ampoule, or (3) has a film adhesively bonded to the ampoule.

29. (New) The toothbrush as claimed in claim 28, wherein the ampoule is filled with a liquid.

30. (New) The toothbrush as claimed in claim 28, wherein the ampoule is filled with a liquid containing floating articles.

31. (New) The toothbrush as claimed in claim 28, wherein the ampoule is filled with a fine-grained material.

32. (New) The toothbrush as claimed in claim 28, wherein the ampoule is filled with luminescent parts.

33. (New) The toothbrush as claimed in claim 28, wherein the ampoule is filled with hologram foils.

34. (New) The toothbrush as claimed in claim 28, wherein the ampoule is filled with a gas.

35. (New) The toothbrush as claimed in claim 28, wherein the ampoule is kept in its position in the cavity by a securing means.

36. (New) The toothbrush as claimed in claim 35, wherein the securing means comprising rearwardly directed tongues that are arranged in the front region of the handle cavity, extend in the longitudinal direction of the toothbrush, are made of an elastically compliant material, and are arranged in the form of a circle, whereby, when the cavity is closed by a closure part, the ampoule is kept in position between said tongues of the securing means and tongues provided on the closure part, the closure part tongues being likewise arranged in the form of a circle, extend forwardly in the longitudinal direction of the toothbrush and consist of an elastically compliant material.

37. (New) The toothbrush as claimed in claim 28, wherein the cavity is initially open at the rear end of the handle and is closed from the rear by a closure part.

38. (New) The toothbrush as claimed in claim 37, wherein the closure part is connected non-releasably to the handle at the rear end of the handle.

39. (New) The toothbrush as claimed in claim 37, wherein the closure part is connected releasably to the handle at the rear end of the handle.

40. (New) The toothbrush as claimed in claim 37, wherein the closure part is provided with a positioning part for positioning the toothbrush on an underlying surface.

41. (New) The toothbrush as claimed in claim 40, wherein the positioning part has a planar standing surface at right angle to the longitudinal axis (L) of the toothbrush and closure part.

42. (New) The toothbrush as claimed in claim 37, wherein the closure part is produced from a thermoplastic elastomer (TPE).

43. (New) The toothbrush as claimed in claim 38, wherein the closure part is connected to the handle by one of welding, high-frequency welding, adhesive bonding or a non-releasable snap-in connection.

44. (New) The toothbrush as claimed in claim 39, wherein the closure part is connected to the handle by one of a releasable snap-in connection, a screw connection, or a bayonet connection.